



Last Received: 08/27/2012 11:43 AM

Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) .PRIORITIES USA ACTI  
Product PRIORITIES USA  
Estimate# 1562  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency (    ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1562  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 3 / \$650.00

---SALES MONTHLY TOTALS---

Sep 12: 27 / \$15,250.00    Oct 12: 5 / \$3,650.00  
Sales Totals: 32 / \$18,900.00  
Station Totals: 32 / \$18,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$57,273	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12, NOV11, MAY12, ENOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE